



Toward conceptualising a creative community - examples from Bornholm

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Standard definition

- Generally the creative community is understood as a connection between the arts and business with the aim to promote (economic) growth
- Basic elements:
 - To use **artistic creative processes** in business innovation
 - Urban context
 - Creative class



We need to develop OUR definition

The aim:

To create economic growth (provide a livelihood) for artists & crafts people living in East Iceland through higher quality products and joint marketing

To make East Iceland, through the presence of artistic residents an interesting place to live (attract new residents/creative class)



Elements of our creative community

- Peripheral context
 - **Lack** of: access to local people with right competencies, access to education, big businesses to drive a development process, direct access to markets
 - **Abundance** of: nature, natural reserves, natural beauty; authentic (cultural) expressions; social knowledge about the people in the area (meet people in different spheres of life) (**Peripheral capital?**)



Elements of our creative community

- A tightly-knitted network (community) which has a **common goal**
- The network consists of actors/ agents and their **relations**.
- Actors/ agents are both people, institutions, and "things" (places/ locations, technology, natural resources – wool, wood, hides)
- Acknowledging who/ what is core and what is peripheral



Elements of our creative community

- The role of **place**:
- Unique cultural expression (local)
- The community is locally-based but has many elements in connection to outside East Iceland:
 - Markets & distribution channels
 - Access to New Knowledge
 - Awareness of how to connect these resources into the local area



What is the role of “creative” in creative communities?

- Are there special resources connected to the fact that we want to develop an artistic/ crafts community? (creative capital?)

Communities of practise: pedagogical term of learning and developing a network or organisation through common practises (wool community, wood community, reindeer hide community) ?



At what level does a creative community work?

- Regional
- **Community**
- Individual firms/ artists

I/we/ some of us have had a tendency to think at the regional level: to develop a local economic sector



Three examples of (creative) communities on Bornholm

- MOLLY: master of experience management
(Knowledge and innovation community)
- Development of a regional foods platform
(Food marketing and culinary heritage community)
- ACAB(Arts and Crafts Association of Bornholm)
(Creative community)



Development of a regional foods platform

- Background:
- Crisis in agriculture and fisheries industries
- EU resources for alternative agricultural products
- Consumer demand for identifiable products
 - Anti-globalisation
 - Focus on local small scale
- Geography – identifiable place- tourist knowledge



Development of Bornholm foods

- Collective development (from firm to community to region)
- From Smoked herring to New Nordic/ Bornholm kitchen
 - New food products
 - Common food platform (network)
 - Experience elements
 - Branding of Bornholm Food



Fra og til

HVAD	Fra	Til
Nye produkter	Industri produktion (landbrug og fiskeri) samt røgede sild og enkelte gamle produkter (Nyker Brød)	Øl, chokolade, is, menuer (Restaurant Kofoed), kærlighedstallerken (Stadig industri)
Fælles platform = food community	Enkelte virksomheder	Uformelle og formelle netværk: Regional Madkultur, Fødevarerambassadør, Gourmet Bornholm
Oplevelseselementer	Pil din egen røgede sild på klipperne	Vingård rundtur, madfestival, Gudhjem Mølle, arbejdende værksteder
Place-branding Fødevarer spiller ny rolle i turisme	Far til fire Sild Krølle bølge is	Kvalitet, tradition, terroir og modernisme (Ny nordisk) Mere Bornholm

Hvem, hvad og hvor?

HVAD	HVEM	HVOR
Nye produkter	På virksomhedsniveau afhængig af det enkelte produkt	Udefra Bornholm
Fælles platform	Regional Madkultur, LAG-Bornholm, Fødevareudviklingscenter Gudhjem Mølle, fødevareambassadør, Gourmet Bornholm	På Bornholm Dog Europæisk hvad angår Regional Madkultur (Søsk)
Oplevelseselementer	Enkelte virksomheder, sektor-overskridende til turisme og kunsthåndværk	På Bornholm med input udefra (KIBS)
Place-branding	Destination Bornholm, medier, Claus Meyer	På Bornholm, for bornholmere og udenfor Bornholm til turister, potentielle tilflyttere, kunder.

Particularly about the food networks

- Regional Culinary Heritage: Close connection between local development idealist (Hans Jørgen Jensen) and idealist food producers. “Dogmatic”
- Series of projects for a food development Centre (Gudhjem Mølle) – LAG
- Food ambassador: common marketing, chose most ambitious firms to market. Huge conflict
- Creation of common marketing and distribution network: Gourmet Bornholm.



What did Bornholm have that was so special?

Bornholm did NOT have:

- A particular culinary heritage
- Access to cheap natural resources
- Knowledge about small scale food production
- A particular entrepreneurial streak



What did Bornholm have that was so special?

Bornholm DID have:

- A potential market based on tourism to Bornholm; tourist KNOW about Bornholm
- Through tourism access to user-driven innovation (taste tests)
- Local access to small firms with knowledge about marketing and experience elements (authenticity)
- An early recognition that focus on markets, marketing and distribution is a prerequisite for further development.

